



Midpeninsula Regional
Open Space District

R-22-81
Meeting 22-18
July 13, 2022

AGENDA ITEM 5

AGENDA ITEM

Award of Contract with Parisi Transportation Consulting to provide Transportation Planning Services for the Hawthorns Area Plan

GENERAL MANAGER'S RECOMMENDATIONS

1. Authorize the General Manager to enter into a contract with Parisi Transportation Consulting of Mill Valley, CA to complete the Hawthorns Area Transportation Study for a base amount of \$131,245.
2. Authorize a 10% contingency of \$13,125 to cover unforeseen tasks beyond the current scope of work for a total not-to-exceed contract amount of \$144,370.
3. Authorize a Supplemental Work Allowance in the amount of \$75,555 for additional transportation studies beyond those in the base contract scope of work, if deemed necessary for the development of the Hawthorns Area Plan.

SUMMARY

The Midpeninsula Regional Open Space District (District) seeks to conduct a transportation study (Study) for the Hawthorns Area of Windy Hill Open Space Preserve (Hawthorns Area). The transportation study will be critical to inform development of the Hawthorns Area Plan, which will be a comprehensive use and management plan for the Hawthorns Area.

Based on the results of a Request for Proposals (RFP) issued on March 31, 2022, the General Manager recommends awarding a contract to Parisi Transportation Consulting (Parisi) for a base contract amount of \$131,245 with a 10% contingency of \$13,125 to cover unforeseen tasks under the base scope of work (such as additional report revisions and attendance at public meetings, etc.), bringing the total not-to-exceed contract amount to \$144,370. In addition, the General Manager recommends a Supplemental Work Allowance in the amount of \$75,555 for supplementary transportation studies that may be deemed necessary to prepare the Hawthorns Area Plan. There are sufficient funds in the Fiscal Year 2022-23 (FY23) budget to initiate and complete work on this contract. Funding for future years budgets will be requested as part of the annual Budget and Action Plan process.

BACKGROUND

The 79-acre Hawthorns Area is located in the Town of Portola Valley (Town) near the intersection of Alpine Road and Portola Road. The property is bounded by Alpine Road to the west, Los Trancos Road to the east, and private property to the north and south. In accordance

with the Preliminary Use and Management Plan (R-06-53), the Hawthorns Area is currently closed to the public. Three existing driveways serve the property — one from Alpine Road and two from Los Trancos Road.

In 2021, the District initiated a multi-year planning process to develop the Hawthorns Area Plan, which will be a Comprehensive Use and Management Plan to guide resource and land management activities and introduce ecologically sensitive public access to the property. Through this process, the District will prepare a Public Access Conceptual Plan as one element of the Hawthorns Area Plan.

DISCUSSION

In order to open the Hawthorns Area to the public as directed by the 2012 Open Space Vision Plan, the District must evaluate potential parking area locations, configurations, the number of parking spaces, and driveway options, which will be informed by numerous factors, including: the ecological and historical resources present on the property, multi-modal accessibility, roadway and traffic safety, circulation, scenic corridors, and surrounding uses. The District seeks to engage a transportation consultant to inform and develop driveway and parking area options for the Public Access Conceptual Plan in a manner sensitive to the site's natural resources and cultural history.

Planning for the appropriate size and location of a parking area, as well as potential multi-modal access options, requires a baseline analysis of regional recreational usage and visitor behavior to estimate the future parking demand that may be generated by the Hawthorns Area. The outcomes of the transportation study would provide the District with this information, as well as the data necessary to conduct environmental review and permitting associated with the Area Plan. Moreover, the transportation study would help the District identify strategies to minimize potential overflow parking impacts to the surrounding neighborhoods — a key concern expressed by Town staff, elected officials, and local businesses and residents. The physical constraints associated with the Hawthorns Area, compounded by the high interest from the public, necessitate a data-driven, community-centered approach informed by engineering studies, comparison research, and robust public engagement. An independent transportation consultant would provide informed strategies to help the District attain the following goals:

- Document existing traffic, transportation, and circulation conditions;
- Assess the feasibility of potential driveways (existing and new) and roadway improvements to facilitate public access;
- Anticipate future parking demand;
- Explore multimodal access strategies to promote alternative and greener modes of transportation and manage visitation;
- Conduct a transportation impact analysis for the California Environmental Quality Act (CEQA); and
- Provide support during public meetings and community engagement.

The transportation study would attain these objectives through the tasks outlined below:

Task 1: Existing Conditions Report

The consultant would prepare an Existing Conditions Report documenting existing traffic, transportation, and circulation conditions surrounding the Hawthorns Area. The report would

assess: the vehicular, transit, bicycle, pedestrian, and equestrian transportation system; existing traffic data for nearby roadways and intersections; recent, current, and upcoming Town projects that would affect local circulation and parking; and other information or topics that inform the local transportation conditions.

Task 2: Feasibility Studies

The consultant would conduct ‘line of sight’ evaluations at existing driveways on the property to identify safety and circulation conditions.

Task 3: Parking Demand Analysis

To anticipate future parking demand and visitation, the consultant would conduct a parking demand analysis based on anticipated recreational user behavior at the Hawthorns Area, pandemic-related visitation patterns, visitor data and survey information collected at Windy Hill and Thornewood Open Space Preserves, and big data sources¹. The consultant would also explore multimodal access strategies that promote alternative and greener modes of transportation. The research, data collection, and survey findings would be collated into a report describing parking conditions, visitation levels, and recommended vehicle parking quantities for the Hawthorns Area.

Task 4: Transportation Technical Report

The consultant would conduct a transportation impact analysis and prepare a transportation technical report to facilitate CEQA review.

Task 5: Public Engagement

The consultant would collect and analyze available data from key partners, facilitate technical review with external stakeholders, and provide support at public meetings.

Request for Proposals and Selection Process

On March 31, 2022, the District issued a Request for Proposals through Periscope and direct solicitation to 14 transportation consulting firms. On April 13, 2022, two firms attended a mandatory pre-proposal site visit to review the property and ask questions. Responses to questions were posted on Periscope on April 27, 2022. Proposals were due on May 20, 2022, and the District received one proposal from a team consisting of Parisi as the prime consultant and Mead & Hunt as the subconsultant. The other interested firm that attended the mandatory pre-proposal site visit provided a No-Bid notification stating that they had limited experience with transportation demand management in open space settings.

District staff convened a selection panel to evaluate the Parisi/Mead & Hunt proposal. Evaluation criteria included: (1) a demonstrated understanding of the Hawthorns Area and surrounding community; (2) data collection and analysis methodologies; (3) prior experience with transportation planning projects in rural settings and with public sector agencies; (4) a background conducting public engagement; and (5) cost-effectiveness.

¹ Big data sources, such as Streetlight, Strava, and/or NearMap, would supplement field data and reduce the time and cost needed to document vehicle origins and destinations, walking routes and duration, as well as historical parking lot utilization.

Upon review of the proposal and consultant qualifications, staff determined that Parisi/Mead & Hunt proposed an experienced team at a fair and reasonable price. Parisi/Mead & Hunt developed a data-driven approach that demonstrates a clear understanding of the project complexities, including opening the Hawthorns Area for ecologically-sensitive recreational use while minimizing local impacts, balancing the needs of multiple stakeholder groups, and strategically addressing parking concerns through multimodal access opportunities. Furthermore, Parisi/Mead & Hunt's team consists of skilled technical experts with experience implementing visitor surveys, conducting public engagement, coordinating with public agencies (including the Town of Portola Valley and San Mateo County), as well as managing engineering, design, and transportation demand projects. Examples of relevant projects completed by Parisi/Mead & Hunt include the District's Purisima Creek Preserve Multimodal Access Study, the San Mateo County Transportation and Safety Assessments, the San Bruno Transportation Plan, in addition to a variety of other transportation assessments in rural environments and park settings.

Contingency

Contingency funds are for additional tasks to complete the base scope of work, such as expanded stakeholder coordination, attendance at additional public meetings, and additional report revisions. The General Manager recommends a 10% contingency of \$13,125, for a total contract amount not-to-exceed \$144,370.

Supplemental Work Allowance for Additional Transportation Studies (if needed)

The General Manager also recommends including a Supplemental Work Allowance of \$75,555 for the following 'optional' supplemental services, to be completed only if deemed necessary for development of the Hawthorns Area Plan:

1. 'Line of sight' evaluations to identify suitable alternate driveway locations if existing driveways are not recommended.
2. Conceptual engineering designs and analysis of potential roadway improvement options (such as turning lanes).
3. Detailed studies of multimodal solutions to reduce parking demands and single occupancy vehicle use.
4. Level of service study to evaluate traffic congestion impacts resulting from the Area Plan.

FISCAL IMPACT

The FY23 adopted budget includes \$208,680 for the Hawthorns Area Plan project MAA06-002. There are sufficient funds in the project budget to initiate the recommended action and expenditures. Funding for future years budgets will be requested as part of the annual Budget and Action Plan process.

| Hawthorns Area Plan MAA06-002 | Prior Year Actuals | FY22 Amended | FY23 Adopted | FY24 Projected | FY25 Projected | TOTAL |
|--------------------------------------|--------------------------|------------------|------------------|-------------------|-------------------|--------------------|
| Total Budget: | \$40,951 | \$125,000 | \$208,680 | \$299,104 | \$168,280 | \$842,015 |
| Spent-to-Date (as of 06/15/2022): | (\$40,951) | (\$55,614) | \$0 | \$0 | \$0 | (\$96,565) |
| Encumbrances: | \$0 | (\$44,928) | \$0 | \$0 | \$0 | (\$44,928) |
| Parisi/Mead & Hunt Contract: | \$0 | \$0 | (\$100,000) | (\$31,245) | \$0 | (\$131,245) |

| | | | | | | |
|-------------------------------------|------------|-----------------|------------------|------------------|------------------|-------------------|
| 10% Contingency: | \$0 | \$0 | \$0 | (\$13,125) | \$0 | (\$13,125) |
| Supplemental Work Allowance: | \$0 | \$0 | \$0 | (\$75,555) | \$0 | (\$75,555) |
| Budget Remaining (Proposed): | \$0 | \$24,458 | \$108,680 | \$179,179 | \$168,280 | \$480,597 |

The following table outlines the Measure AA Portfolio #06 Windy Hill: Trail Improvements, Preservation and Hawthorns Area Historic Partnership allocation, costs-to-date, projected future project expenditures and projected ending balance at the portfolio level.

| | |
|--|---------------------|
| MAA06 Windy Hill—Trail Improvements, Preservation and Hawthorns Area Historic Partnership Portfolio Allocation: | \$12,740,000 |
| Life-to-Date Spent (as of 06/15/2022): | (\$96,564) |
| Encumbrances: | (\$44,928) |
| Remaining FY22 Project Budgets: | (\$24,458) |
| Future MAA06 project costs (projected through FY25): | (\$676,065) |
| Total Portfolio Expenditures: | (\$842,015) |
| Portfolio Balance Remaining (Proposed): | \$11,897,985 |

The following table outlines the Measure AA Portfolio #06 Windy Hill: Trail Improvements, Preservation and Hawthorns Area Historic Partnership allocation, costs-to-date, projected life-to-date project expenditures and projected portfolio balance remaining.

| | |
|--|---------------------|
| MAA06 Windy Hill—Trail Improvements, Preservation and Hawthorns Area Historic Partnership Portfolio Allocation: | \$12,740,000 |
| Projected Project Expenditures (life of project): | |
| 06-002 Hawthorns Area Plan | (\$842,015) |
| Total Portfolio Expenditures: | (\$842,015) |
| Portfolio Balance Remaining (Proposed): | \$11,897,985 |

BOARD AND COMMITTEE REVIEW

- **May 18, 2021:** PNR received an informational presentation on the proposed planning and public engagement process for the Area Plan and provided input and guidance. ([R-21-65, meeting minutes](#))
- **August 24, 2021:** PNR reviewed the proposed draft vision and goals and provided input and guidance. ([R-21-112, meeting minutes](#))
- **November 16, 2021:** PNR reviewed the revised vision and goals and draft public access working group strategy and provided further refinements. PNR unanimously recommended forwarding the refined vision and goal statements to the full Board for consideration. ([R-21-156, meeting minutes](#))
- **March 1, 2022:** PNR reviewed the proposed planning and public engagement process to develop the Hawthorns Area Plan. ([R-22-29, meeting minutes](#))
- **March 23, 2022:** Board reviewed and approved the Vision and Goals for the Hawthorns Area Plan. ([R-22-45, meeting minutes](#))

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

Retention of professional consultants will not result in a direct physical change to the environment and does not constitute Board approval of the Hawthorns Area Plan. Additional CEQA review for specific actions recommended in the Transportation Study, if warranted, would occur in a future fiscal year upon Board approval of a draft Hawthorns Area Plan as the CEQA project description.

NEXT STEPS

Following Board approval, the General Manager would direct staff to enter into a contract with Parisi to provide transportation consulting services in support of the Area Plan. The Planning Department would subsequently initiate the transportation study based on the tentative schedule outlined below.

Tentative Schedule

| Year | Area Plan Phase | Transportation Study Tasks |
|-------------|------------------------------------|--|
| 2022 | Existing Conditions | <ul style="list-style-type: none"> • Existing Conditions • Feasibility Studies • Initiate Parking Demand Analysis |
| 2023 | Programming / Conceptual Planning | <ul style="list-style-type: none"> • Complete Parking Demand Analysis |
| 2024 | Compile Area Plan and conduct CEQA | <ul style="list-style-type: none"> • Transportation Technical Report |
| 2025 | Implementation | <ul style="list-style-type: none"> • N/A |

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